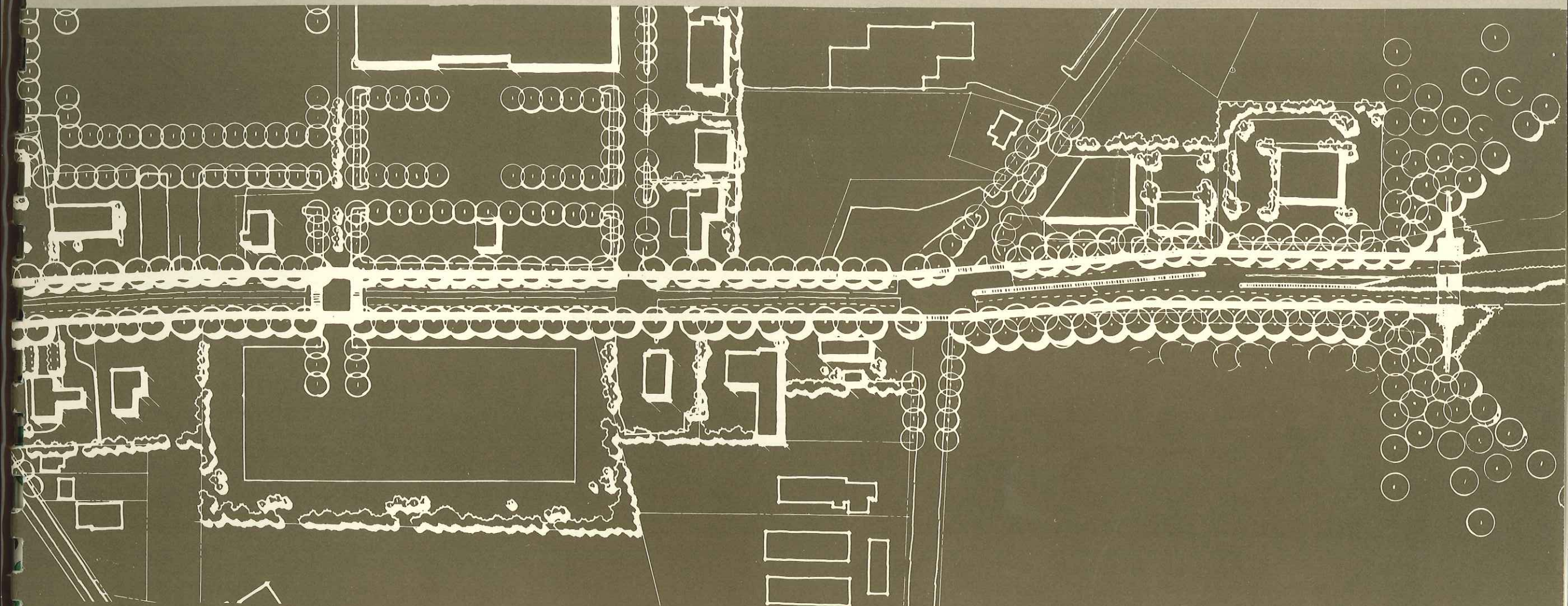


# EAST MARKET STREET DESIGN STUDY



## THE TOWN OF LEESBURG IN VIRGINIA



---

# East Market Street Design Study

---

Prepared For:

**Leesburg Town Council**

Robert E. Sevila, Mayor  
Charles A. Bos  
Edgar L. Coffey, Jr.  
Reginald K. Gheen  
Marylou I. Hill  
John W. Tolbert, Jr.  
Howard M. Willis, Jr.

**Economic Development Advisory Committee**

Tom Nalls, Chairman  
Charles Bos  
Donald Butler  
Charles Hope  
James Pumphrey  
Joby Reynolds  
Dick A. Richards (resigned)  
Bruce Roberts  
Joe Trocino

**Town Staff**

John Niccolls, Town Manager  
Marc S. Weiss, Assistant Manager for  
Planning and Development  
Andrew G. Shope, Director of Engineering

---

Prepared By:

**EDAW inc.**

Approved: June 1983

---

# Table of Contents

Introduction.....1

Background .....2

Existing Conditions.....3

Design & Planning Opportunities.....4

Streetscape Plan.....5

Design Guidelines.....10

Implementation & Costs .....14

# Introduction

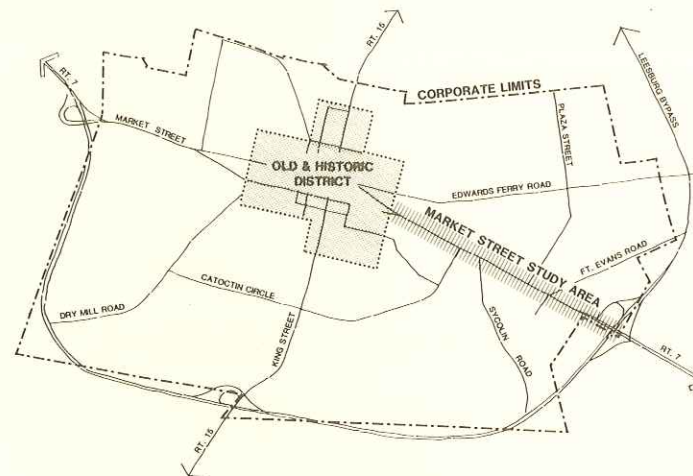
A visitor's first impression of Leesburg is the identity and charm of the Historic Area in the center of the town. This restored area, with its appropriately-scaled architecture, attractive signs, and sense of history, conveys a definite image that is unique to Leesburg. The two-decade-long restoration effort that has produced this consistency in visual quality has proven a successful commercial venture as well. The town is now a regional and state-wide tourist attraction because of its unique, architecturally - preserved Old and Historic District.

The future of Leesburg depends in part upon how well the town guides future development and controls the quality of the visual environment. East Market Street is a particular case in point. Recent development along this corridor has given little consideration to the townscape and landform of Leesburg. Rather than relating new development (buildings, parking lots, signs, planting) to the existing vocabulary of Leesburg, developers have sought the tried and true recipe of the commercial strip. Hence, as one enters or leaves Leesburg, one is jolted by the sharp contrast and discontinuity between the historic and commercial areas.

This document provides a plan for improving the physical appearance of East Market Street to create a better transition between these two areas. Design guidelines are included to direct any future improvements in both the public and private areas of the street. These guidelines will provide the framework for creating a consistent image that complements the architectural and streetscape detailing in the Historic Area. An implementation strategy is also

provided that recommends a public/private partnership to carry out the plan. Through this mechanism, East Market Street can become an attractive environment that conveys the town's special combination of history, geography, and people.

## East Market Street Study Area





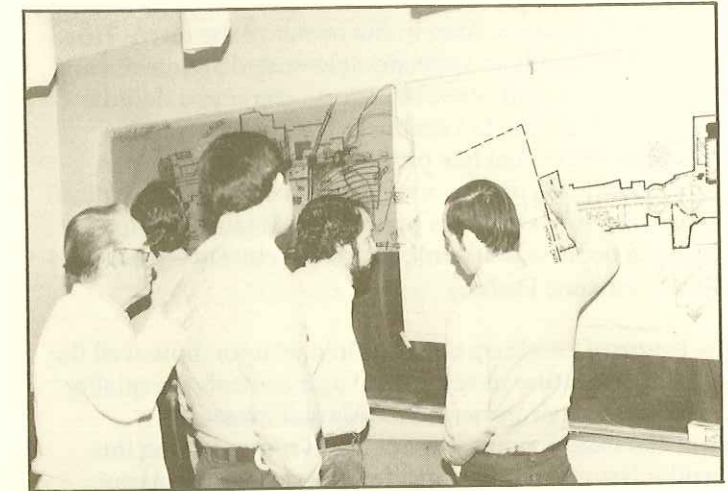
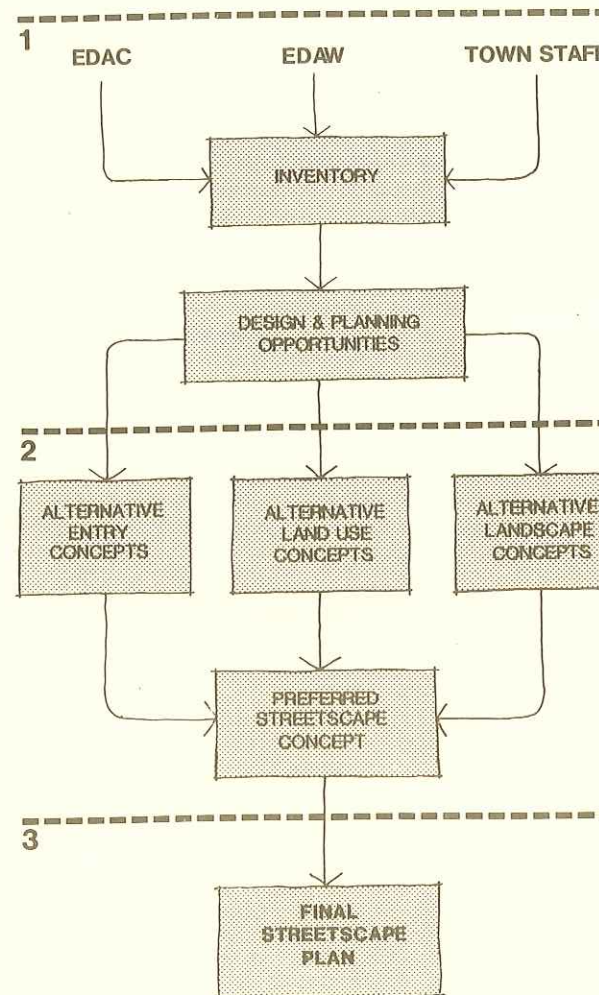
# Background

The East Market Street plan was developed through the combined effort of the Economic Development Advisory Committee (EDAC), town staff, and the consulting firm, EDAW. The study took approximately six months and consisted of three phases shown in the project process diagram to the right. The EDAC and Town staff met several times with EDAW to review and comment on the streetscape plans as they were developed. The final plan included in this document represents a consensus among the EDAC members on the type of improvements necessary to upgrade East Market Street to an appearance more compatible with the image of Leesburg.

The **goals and objectives** of the East Market Street study, as developed by the EDAC, Town staff and EDAW, are as follows:

- To define an **identifiable image** for the entrance to and exit from the Old and Historic District.
- To **improve the visual appearance** of East Market Street.
- To **enhance the economic vitality** of business along the East Market Street corridor.
- To **improve automobile circulation and safety** for the pedestrian and bicyclist.
- To develop a **public/private partnership for implementation** of the plan.

## The Planning Process





## Existing Conditions

East Market Street is typical of strip commercial development that has appeared during the last four decades on the outskirts of American cities and towns. The street is scaled to the automobile with an abundance of commercial and highway directional signs lining both sides of the street. The styles of architecture and set-back lines are varied with little consistency except for the height of the buildings (primarily 2 stories) and their orientation toward the street. Utility wires (telephone and electric) line the south side of East Market Street up to Catoctin Circle. At this point, overhead wires are present on both sides of the street as one approaches the Old and Historic District.

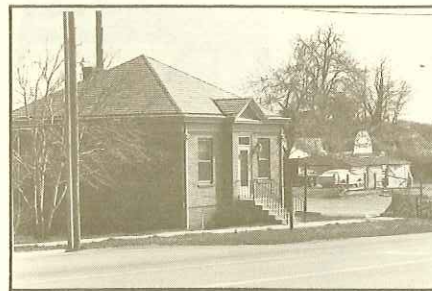
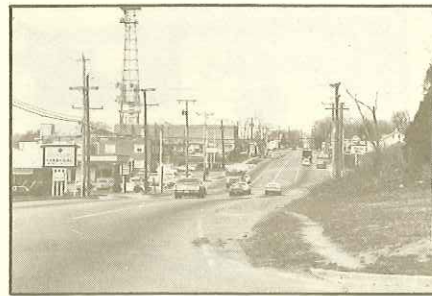
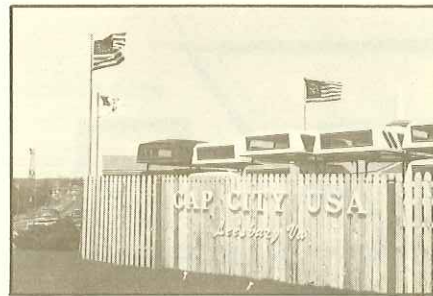
Land uses are predominately commercial except for six

office buildings along the street, the trucking depot at Catoctin Circle, and the Douglass Community Center. The Leesburg Plaza shopping center dominates the center of the study area and is a major commercial attractor for Leesburg residents. The commercial buildings have parking lots associated with them which are primarily between the street and the buildings. There are five vacant lots which contain either trees or scrub vegetation and represent noticeable gaps in the sequence of structures lining the street and defining a consistent streetscape "backdrop."

Physical improvements are being made to the portion of East Market Street between Catoctin Circle and the Route

15 Bypass by the Virginia Department of Highways and Transportation (VDH&T). These improvements include expansion of the street from two to four lanes with a center turn lane, and installation of curb and gutter and a five foot sidewalk. These improvements, which were begun in the fall of 1982, are expected to be completed by the fall of 1983.

The photographs on this page identify some of the existing problems and characteristics of the East Market Street corridor.





# Design & Planning Opportunities

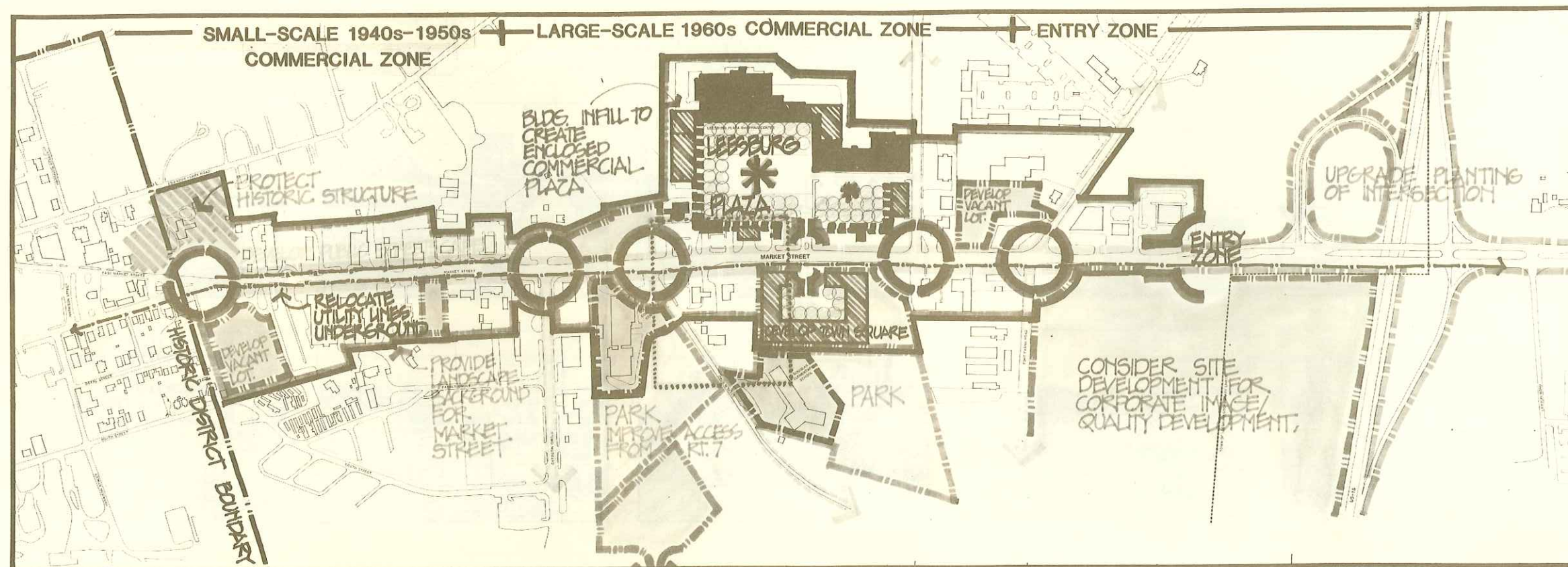
Once the inventory of East Market Street was completed, an analysis of the factors presenting design and/or planning opportunities along the corridor was performed. The figure below illustrates the major factors identified in the analysis. These include:

- The need for an identifying and welcoming entry zone immediately west of the Route 15 Bypass/East Market Street Intersection.
- The division of the street into three general zones

based on the timing of development: the 1940s-1950s commercial zone west of Catoctin Circle; a larger-scaled 1960's zone between Catoctin Circle and Ft. Evans Road; and the 1970's-1980's office park zone east of Ft. Evans Road.

- The opportunity for focal areas at each of the major intersections along the street.
- The opportunity for streetscape improvements in the public sector to provide a definitive "edge" to the street.

- The opportunity for infill development in the vacant lots along the street to further enframe the street and provide increased commercial activity.
- The opportunity to reduce visual complexity by placing all overhead wires underground.
- The importance of Leesburg Plaza as a commercial "hub" for the entire study area.
- The opportunity to use evergreen plantings for screening behind all properties facing East Market Street.





# Streetscape Plan

The streetscape plan for East Market Street as developed by the EDAC, Town staff and EDAW consists of the following seven components. These plan components are shown conceptually in the diagram to the right and in a more illustrative fashion in the plan that follows on pages 6 and 7, and the cross sections on pages 8 and 9.

## 1. Establish three distinct but compatible zones along East Market Street:

- Entry Zone (from Rt. 15 Bypass to Fort Evans Road)
- Large-scale commercial zone (from Ft. Evans Road to Catoctin Circle)
- Small-scale commercial zone (from Catoctin Circle to Historic District boundary)

## 2. Provide the following streetscape elements in each zone:

- **Entry zone**
  - Double row of large-scale canopy street trees planted 40' on center
  - Landscaped median
  - Four-lane, divided highway
  - 60' building setback requirement
  - Formal entry planting and signs at Route 15 Bypass
  - Naturalized entry planting in VDH&T right-of-way at Route 15 Bypass/East Market Street intersection
- **Large-scale commercial zone**
  - Single row of large-scale canopy street trees planted 40' on center

- Five-lane highway approximately 60' wide
- 5' sidewalk at edge of curb
- 40' building setback requirement
- Landscaped entry to Leesburg Plaza and proposed infill development opposite Leesburg Plaza
- Infill structures on East Market Street to create enclosure for Leesburg Plaza
- Pedestrian cross-walks at Plaza Street, entrance to Leesburg Plaza, and Sycolin Road

## ● Small-scale commercial zone

- Single row of medium scale canopy street trees planted 25-30' on center
- Four-lane highway approximately 48' wide narrowing to two lanes at Historic Area boundary
- 5' sidewalk at edge of curb
- 20' building setback requirement
- Pedestrian crosswalk at Catoctin Circle
- Formal entry planting and signs at Historic Area boundary
- Preservation of Historic Toll House

## 3. Establish special landscaping and streetscape elements at the following key intersections on East Market Street.

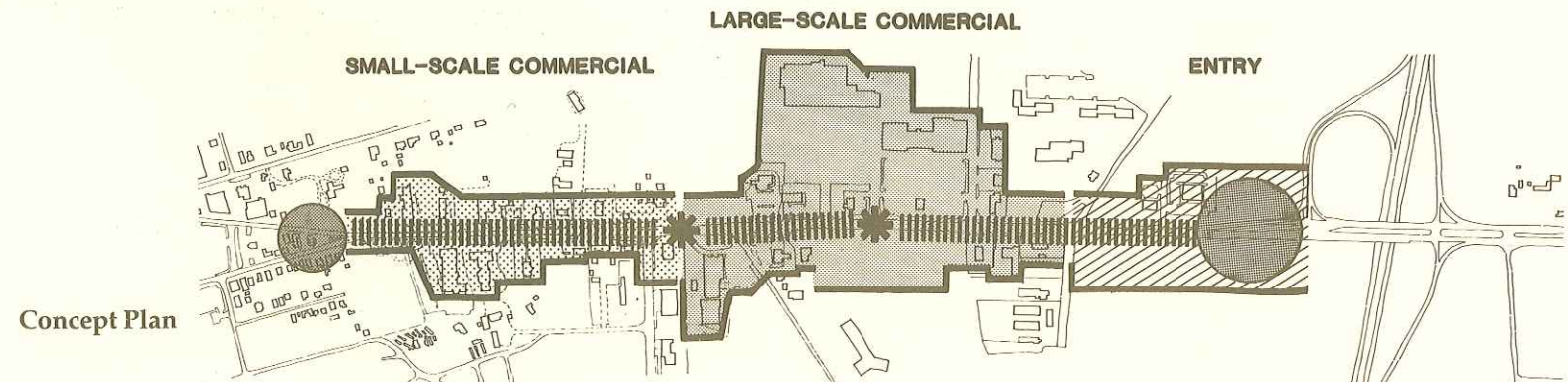
- Route 15 Bypass
- Entry to Leesburg Plaza
- Catoctin Circle
- Loudoun Street

## 4. Relocate all overhead wires underground along the entire length of the study area.

## 5. Establish primary entrance to town at Route 15 Bypass.

## 6. Establish secondary entrances at Historic District and annexed area boundary.




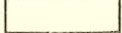

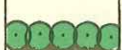


## 7. Establish evergreen planting behind buildings fronting on East Market Street.





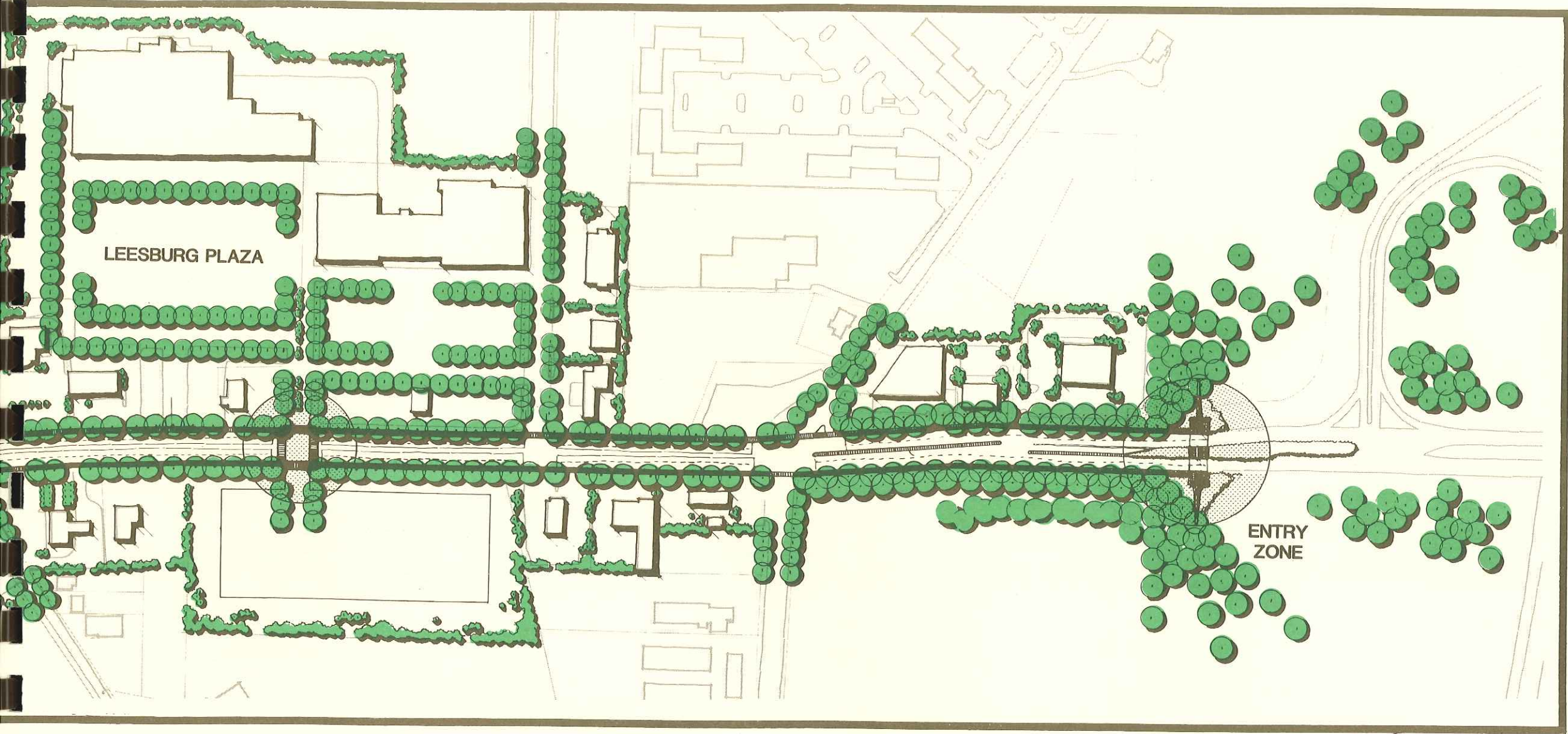
## Illustrative Streetscape Plan

### Legend:

	Special Areas—
	Seasonal Plantings
	Street Furniture
	Holiday Decorations
	Sidewalk
	Crosswalk
	Large Shade Tree
	Small Shade Tree
	Flowering Tree
	Evergreen Tree

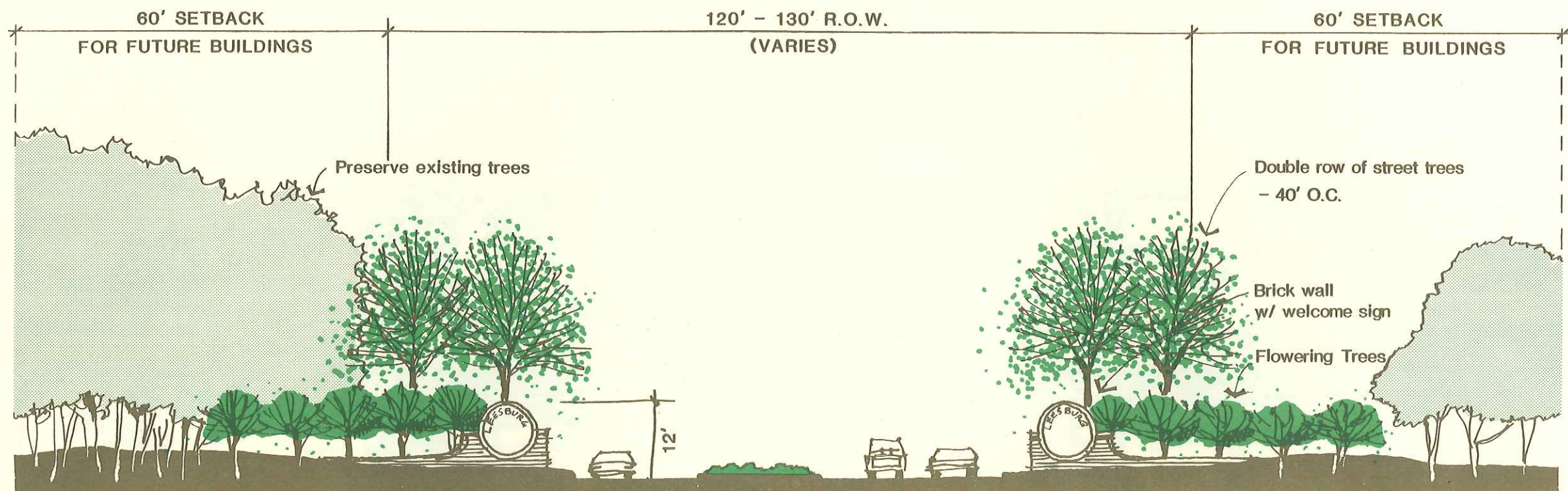








## Cross-sections

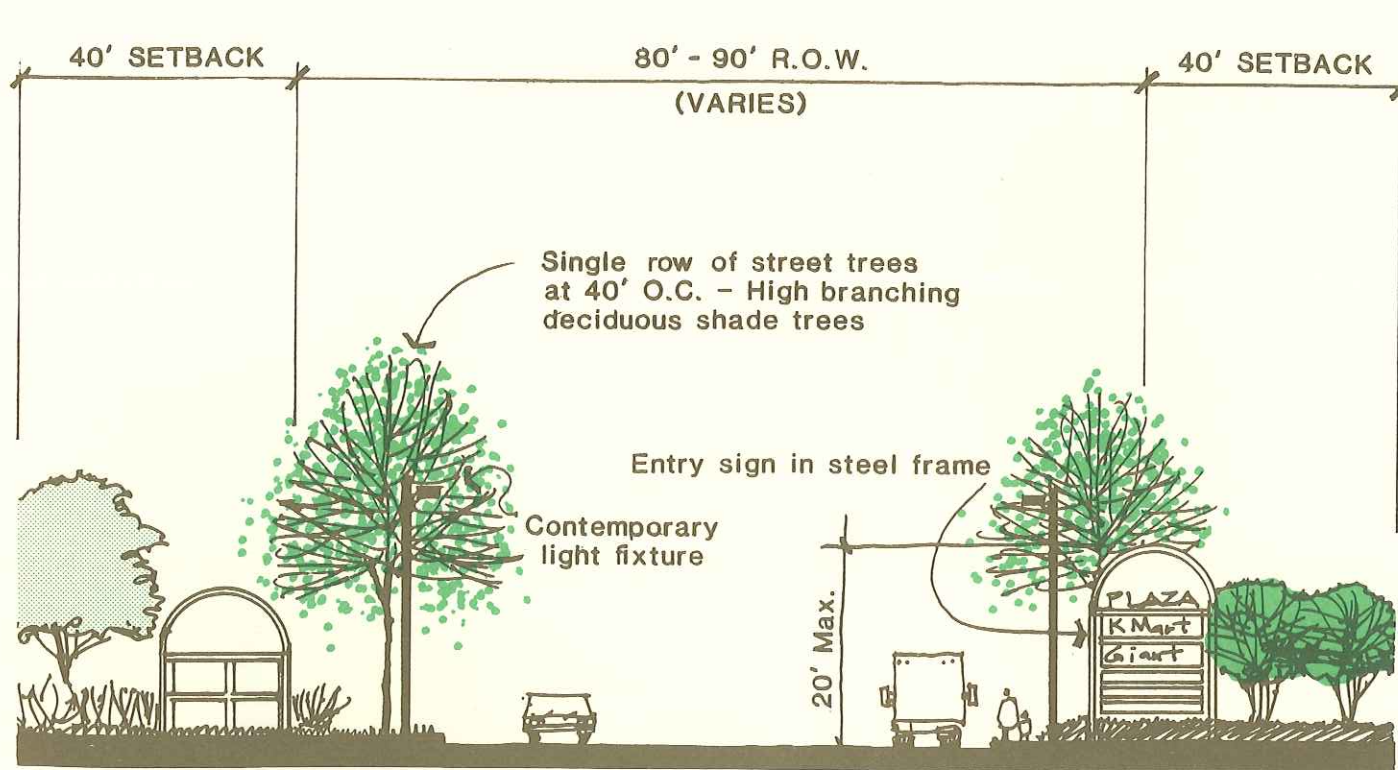


### Market Street Entry

The entry into the town is marked by a brick or stone wall and welcome sign surrounded by massed plantings of ornamental trees and flower beds. The detailing, lettering

style, and materials used at the entry are meant to convey a similar sense of history as in the Historic District of Leesburg.

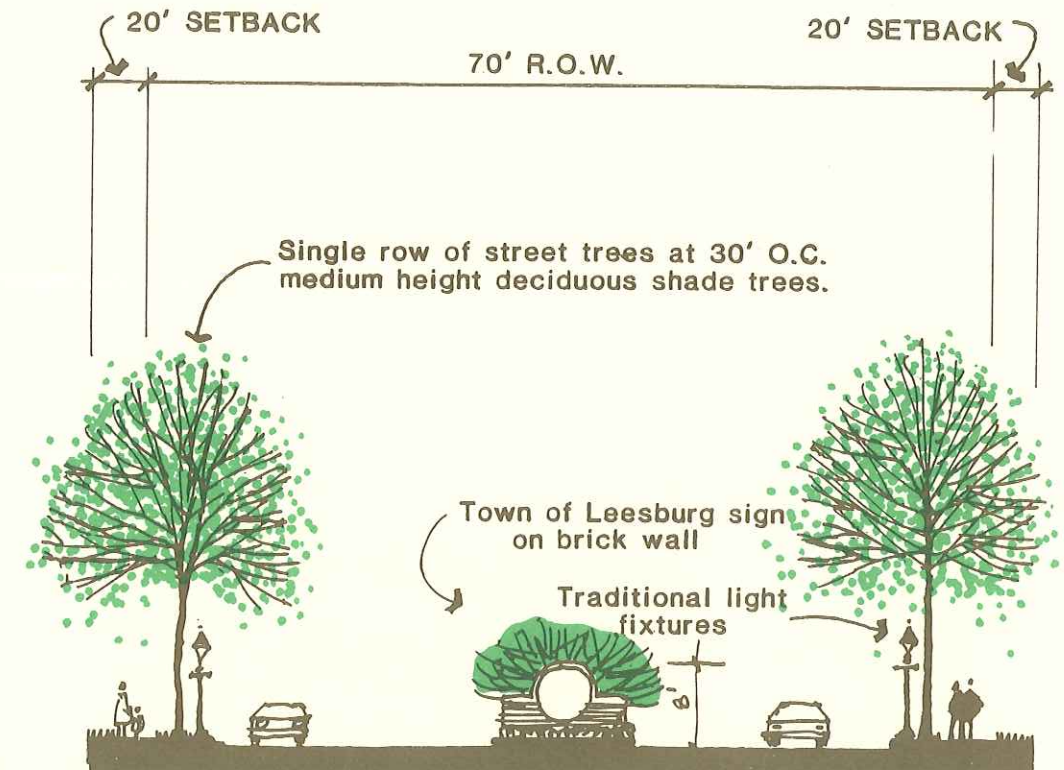




### Large-Scale Commercial Area

West of the entry area, the various streetscape elements - light fixtures, signs, furniture - are detailed in a clean, contemporary fashion conveying a sense of quality and uniqueness. These elements are more conducive to a

commercial area and complement the contemporary architecture present along the street outside of the Historic Area. The streetscape elements and planting serve the valuable purpose of providing unifying elements for the visually complex street scene that presently exists on Market Street.



### Historic Area Entry

At the Historic District boundary, traditional materials and design treatment are used to reinforce the historic character of this area and to define the entrance into the Historic District.

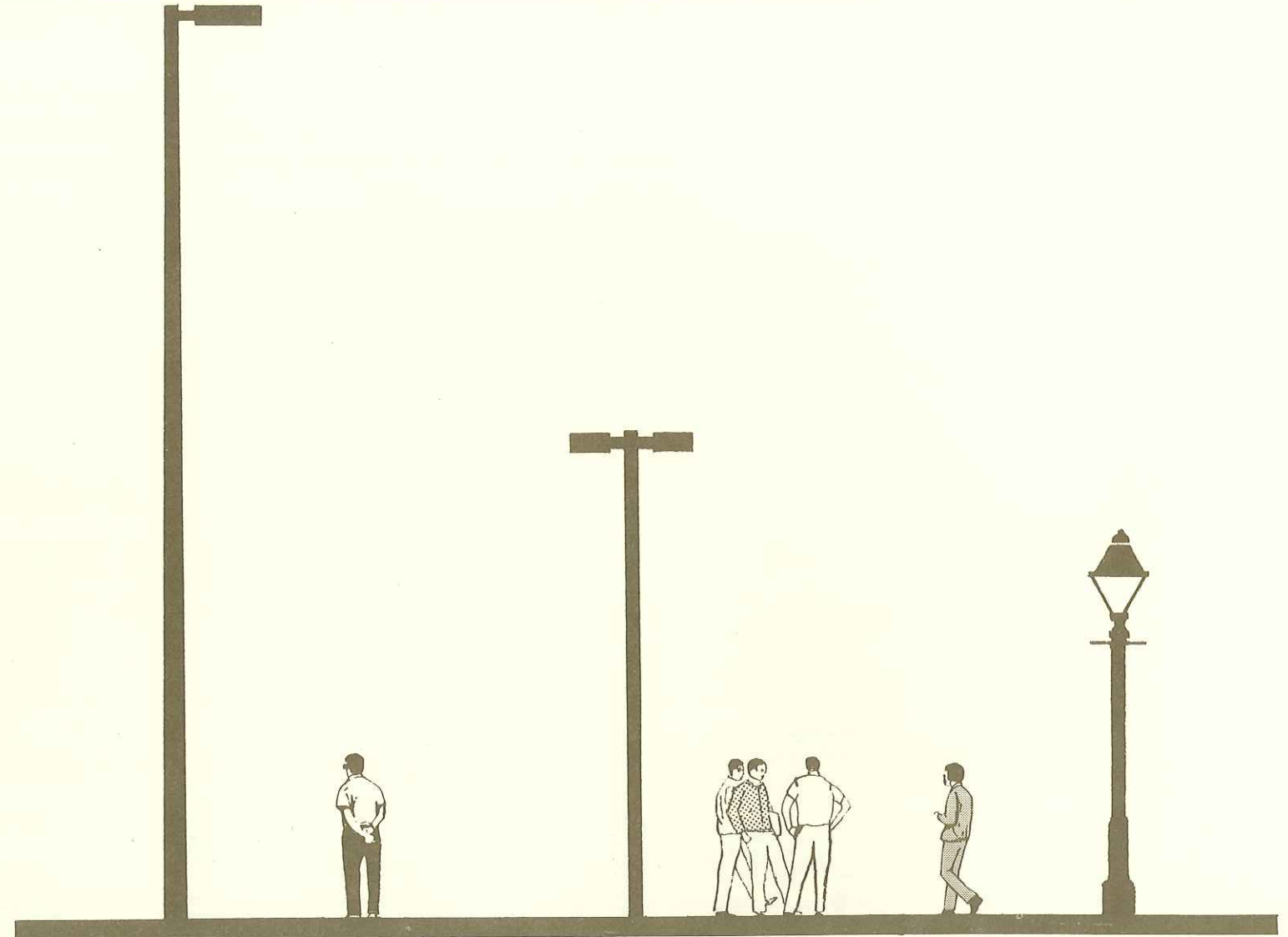


## Design Guidelines

The various streetscape elements — street furnishings, lighting, signs, plant materials — are extremely important to the overall appearance and impression of a street. These elements should be designed as a “family” to give a sense of unity and consistency to the streetscape. The furnishings, sign systems, and plant material shown on these six pages will provide the necessary consistency now lacking on East Market Street. These elements are also meant to convey the image of Leesburg as a modern town center in rapidly-populating Loudoun County. This image is envisioned as an appropriate one for the more recently-built commercial portion of town outside of the Old and Historic District.

## Lighting & Furniture

All of the light fixtures and street furnishings shown on these two pages are standard (non-customized) items, available from commercial manufacturers in the U.S.



### Major Street Lighting

- Manufacturer: Kim Lighting, Inc.
- Construction: High pressure sodium vapor light; finish: dark bronze
- Application: Lighting for major streets
- Model: EDG - series 300
- Dimension: 40' height

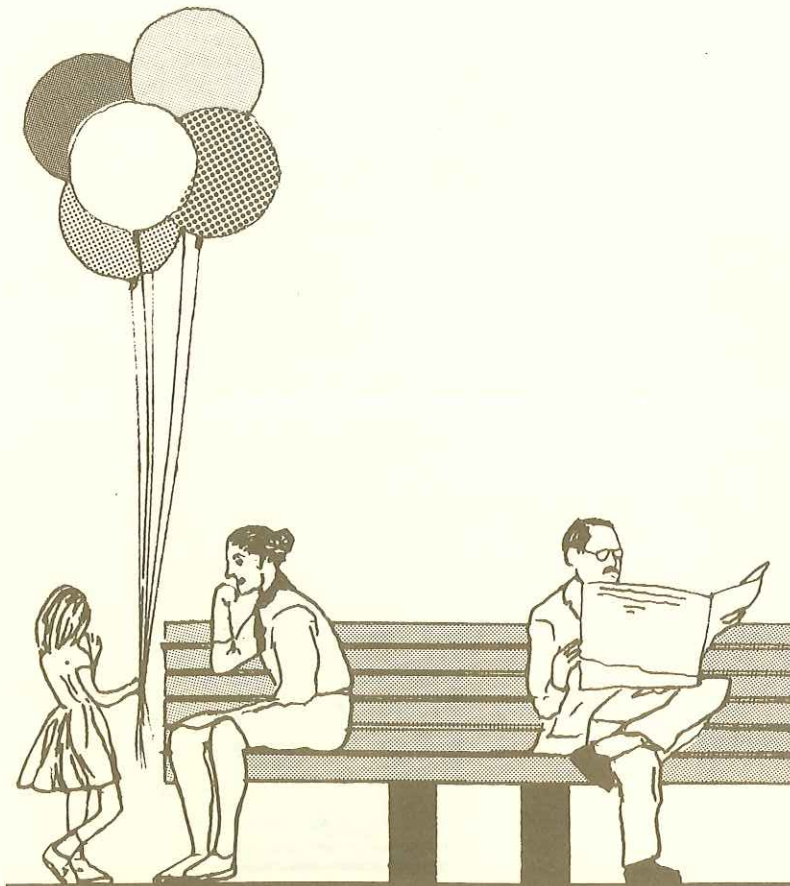
### Secondary Lighting

- Manufacturer: Kim Lighting, Inc.
- Construction: High pressure sodium vapor light; finish dark bronze
- Application: Lighting for small parking lots and building entrances
- Model: EKG - series 200
- Dimensions: 22' height

### Historic Lighting

- Manufacturer: Moldcast Pericline series 73000 light; Hadeo P-1780 Pole
- Application: Historic lighting fixture for plaza areas
- Dimensions: Light 36" ht.; pole 12' ht.



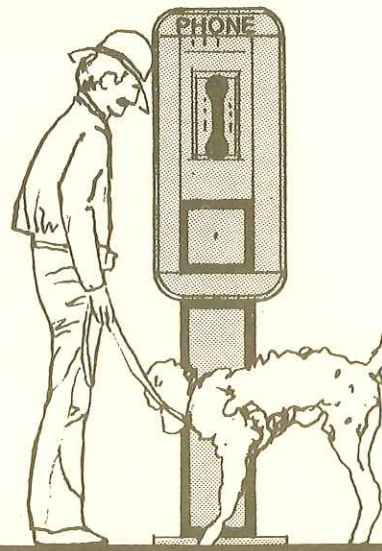


### Modern Bench

- Manufacturer: Landscape Forms
- Model: 34 PXE 2584 Bench Contour
- Construction: Purpleheart wood seat, fine sanded finish, square, tubular steel base, black finish
- Dimensions: 25"D x 84"W x 17"H

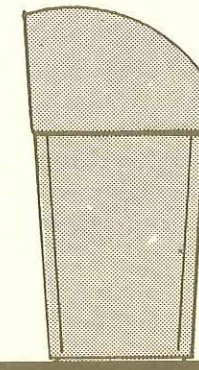
### Bollard Lighting

- Manufacturer: Kim Lighting, Inc.
- Construction: Clear mercury vapor lighting; finish; dark bronze, anodized aluminum finish
- Dimensions: 42"H x 8"Sq.



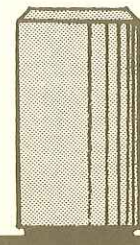
### Telephone

- Manufacturer: Western Electric Company, Inc.
- Model: Gentry (list 31)
- Construction: 1/4" tempered aluminum housing, clear anodized finish, textured vinyl-painted steel post
- Dimensions: 72 3/4"H (walk up) x 14 3/4"W x 9 9/16"D



### Trash Receptacle

- Manufacturer: Howard Products
- Model: R 30 Standard
- Construction: Galvanized steel, brown finish
- Dimensions: 42"H x 19" sq. at top x 16 3/4" sq. at bottom



### Bollard

- Construction: Precast concrete
- Dimensions: 16" diameter, 30"

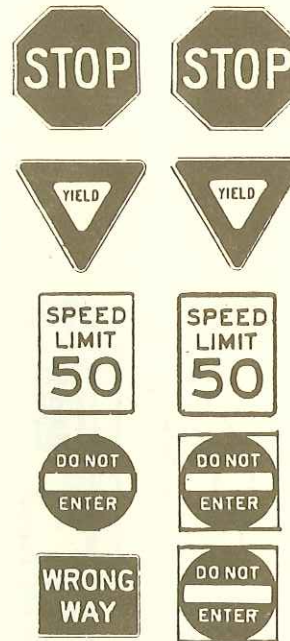


## Vehicular Signage

Vehicular signs on East Market Street are installed and maintained by the Virginia Department of Highways and Transportation (VDH&T). To improve the appearance and unity of these signs, the following recommendations are made to VDH&T and the Town:

- The international system of graphic symbols is encouraged for regulatory and directory signs in accordance with the U.S. Department of Transportation's *Manual on Uniform Traffic Control Devices for Streets and Highways*.
- A minimum number of signs should be used.
- To minimize the number of poles, signs should be mounted on light poles wherever practical.
- A uniform mounting system is suggested for clustering signs.
- The same brown color used on the backs of signs in the Historic Area should be used for all mounting hardware, steel bands, and sign backs of signs on East Market Street.
- The scale of the directional signs at the Bypass/East Market Street intersection should be reduced. The overhead directional signs at this intersection should be removed and replaced with road-side signs.

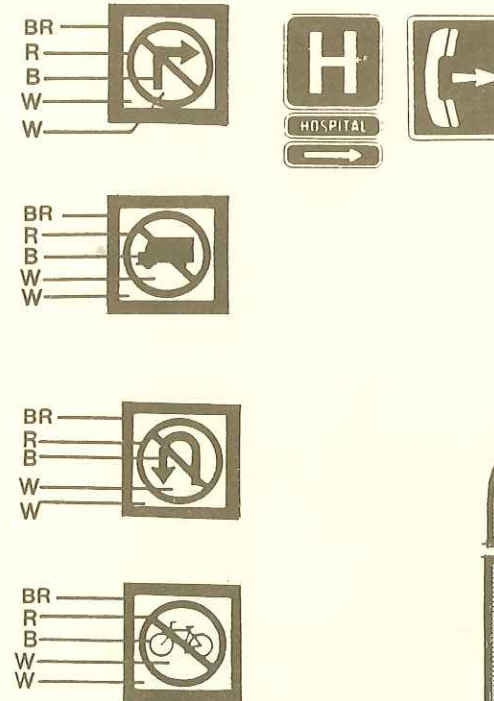
EXISTING PROPOSED



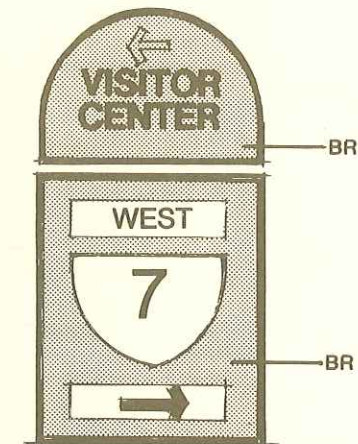
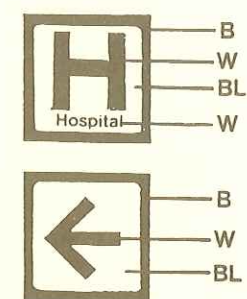
EXISTING



PROPOSED EXISTING



PROPOSED



Regulatory/Directional Signage

Mounting Detail



## Commercial Freestanding Signage

A three-step system is proposed for regulating commercial signs on East Market Street:

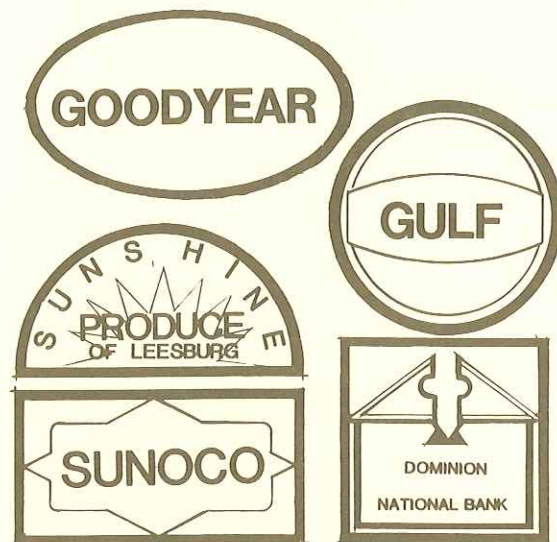
1. **Shape:** The sign face bearing the commercial establishment's logo or advertisement should be a basic geometric shape - rectangle, square, circle, half-circle, or oval. To reduce clutter, no projections or attachments are allowed on the signface or the support structure.
2. **Style:** Within the sign face, commercial

establishments are free to use whatever logo, color, or lettering style they chose. Preferably, the size of the logo or advertisement should be proportional with the sign face.

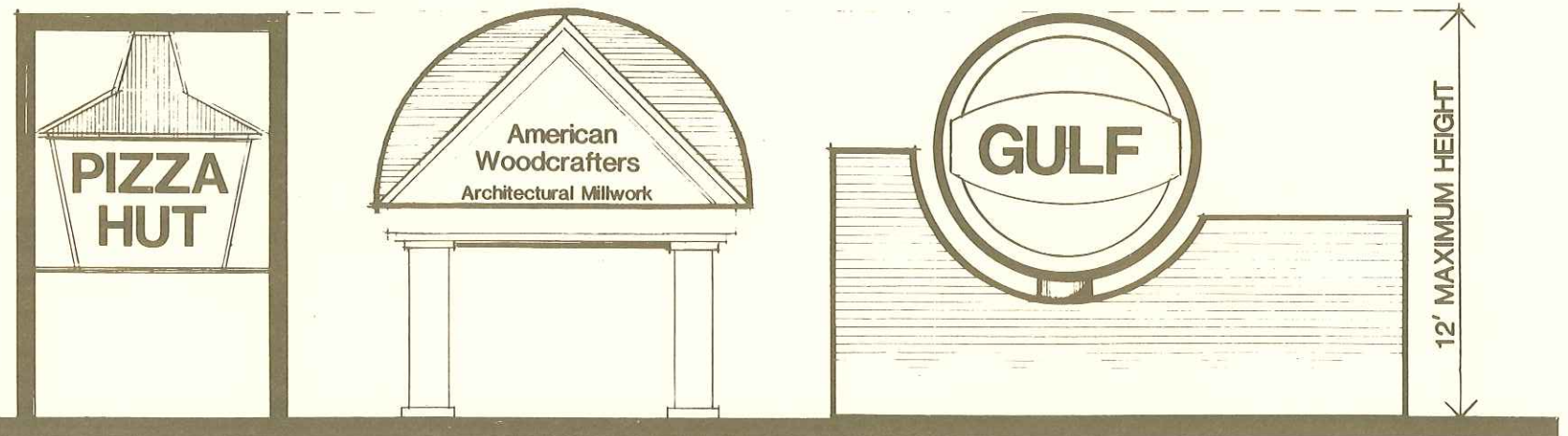
3. **Size:** The maximum height of free-standing signs should be 12 feet. The intent of this height limit is to keep signs below the height of the lowest branches of the street trees proposed in the plan. An exception to this is allowed for properties

containing more than one business which may use a directory sign advertising the separate businesses on a single mounting support. The allowable height of a directory sign is 20 feet.

The maximum area of the sign face is 40 square feet. This size restriction is based on the driving speed of the street (25 mph) and the number of traffic lanes (4-5) as determined by previous research on signs along commercial highways.



Typical Signage Forms



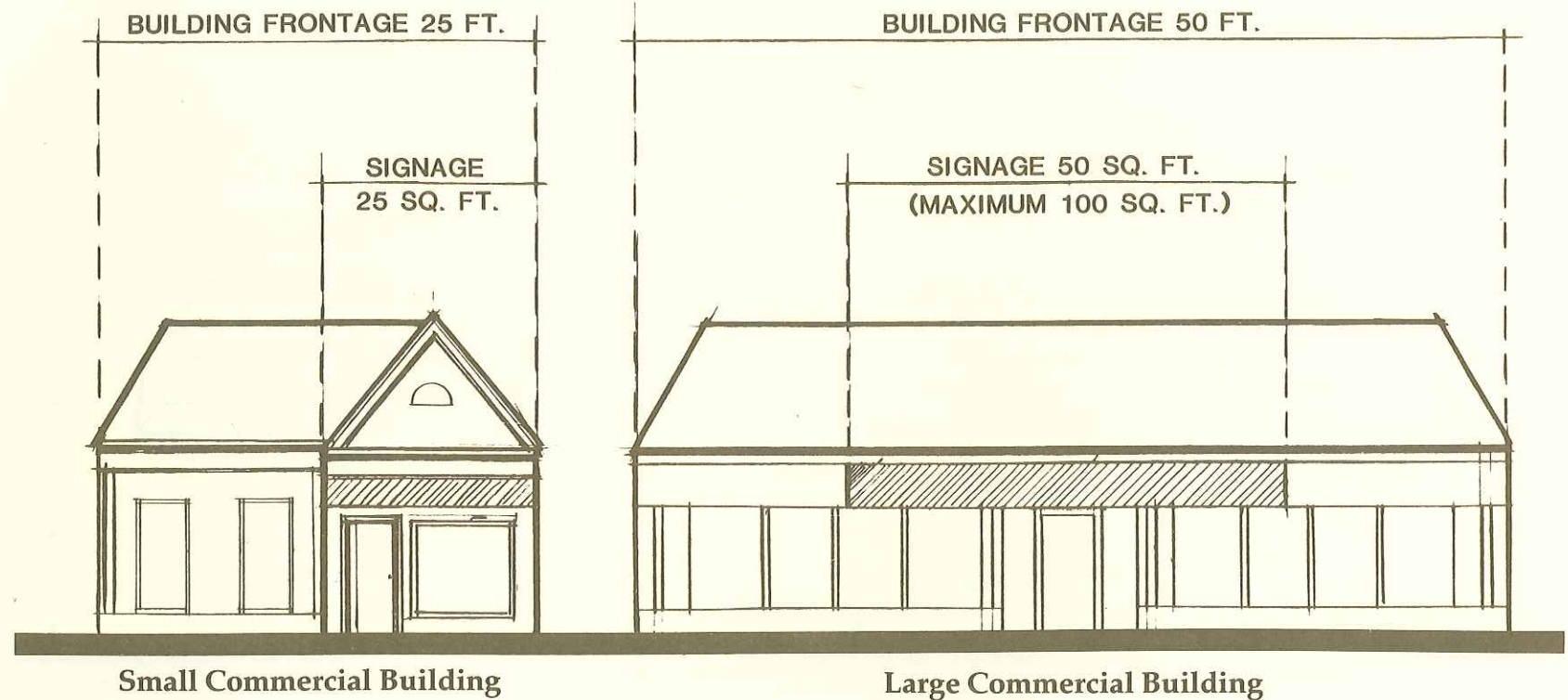
Typical Freestanding Commercial Signage



## Building Facade Signage

The following recommendations are proposed to control the placement of signs on buildings and to encourage signs that are architecturally in proportion with the building:

- A building facade sign should not extend above the roof line of the building.
- No signs or attachments should be allowed on the roof, chimney or mechanical equipment of the building.
- A sign projecting at right angles from the building should not be allowed if a freestanding sign is used.
- Signs on building facades should be placed on a continuous portion of the building unbroken by doors or windows.
- The maximum size of a building facade sign is 1 square foot per linear foot of building frontage up to a maximum of 100 square feet.





## Plant Material

Street trees can have an immediate and dramatic effect on the overall appearance of a street. Several types of trees are proposed for East Market Street:

- large-scale canopy trees (oak, ash) for the portion of the street east of Catoctin Circle;
- medium-scale canopy trees (maple, linden) for the portion of the street west of Catoctin Circle;
- flowering trees (hawthorn, crabapple) for the special areas identified in the plan;
- evergreen trees (pine, cedar) for screening purposes and behind buildings facing Market Street.

In addition to the trees shown in the plan, massed bulb plantings and groundcovers are recommended for the four special areas. The Market Street entry in particular needs this treatment to create a special and unique entrance into the town.

The trees identified on this page are recommended for East Market Street because they are indigenous to the area, have few maintenance requirements, and reach the appropriate size and scale for the different areas where they are recommended.



### Street Tree

#### Large-canopy trees:

- Red Oak (*Quercus borealis*)
- Green Ash (*Fraxinus pennsylvanica lanceolata*)

#### Medium-canopy trees:

- Red Maple (*Acer rubrum*)
- Silver Linden (*Tilia tomentosa*)

### Flowering Tree

- Washington Hawthorn (*Crataegus plaenopyrum*)
- Flowering crabapple (*Malus* sp.)

### Evergreen Tree

- Eastern White Pine (*Pinus strobus*)
- Eastern Red Cedar (*Juniperus virginiana*)



# Implementation & Costs

The success of the East Market Street Plan depends upon how it is implemented. The intent of this section is to outline actions necessary to logically and efficiently bring about the implementation of this plan. It is expected to take several years to implement the recommendations of the plan as it is dependent upon scheduling of many public and private projects and the availability of funds.

## Cost Estimates

The estimated public costs for providing the streetscape elements described in the Streetscape Plan are shown in the accompanying table. Costs are given for each of the three zones identified in the Streetscape Plan - the entry zone, large-scale commercial zone, and small-scale commercial zone. The costs also include the additional landscaping, furnishings, entrance signs, and other special features for the four special areas shown in the plan. The estimates are in 1983 dollars. To develop these costs the following general assumptions were made:

- The cost of concrete curb and gutter, sidewalks, ordinary street paving and medians are not included for the portion of the street where these improvements are now being made by VDH&T.
- The cost figures are for streetscape elements within the public right-of-way.
- No costs are estimated for land acquisitions or easements.

	ITEM	QUANTITY	UNIT COST	TOTAL
1. ENTRANCE ZONE: (800 LF)	Street*	10'x800' = 8,000 SF	2.50/SF	20,000
	Sidewalks			
	Curbs*			
	Lighting**			
	Street Trees	60	600.00 EA	36,000
	Special Area Treatment:			
	Entrance Wall & Sign		10,000.00	10,000
	Special Area Trees	50	600.00 EA	30,000
	Shrubs	100	35.00 EA	3,500
	Ground Cover	2000 SF	1.00/SF	2,000
	Annuals		Lump Sum	2,000
	SUBTOTAL			\$103,500
2. LARGE-SCALE COMMERCIAL ZONE (2,200 LF)	Street*			
	Sidewalks*			
	Curbs*			
	Handicap Ramps*			
	Lighting**			
	Street Trees	100	600.00 EA	60,000
	Special Area Treatment (X2)			
	Crosswalks	2,800 SF	10.00/SF	28,000
	Benches	8	700.00 EA	5,600
	Waste Receptacles	4	200.00 EA	800
	Trees	16	600.00 EA	9,600
	SUBTOTAL			\$104,000
3. SMALL-SCALE COMMERCIAL ZONE (1,700 LF)	Street	9,000 SY	10.00/SY	90,000
	Sidewalks	10'x1700' = 17,000 SF	2.50/SF	42,500
	Curbs	1700'	8.50/LF	14,450
	Handicap Ramps	20	200 EA	4,000
	Lighting**			
	Street Trees	80	600.00 EA	48,000
	Special Area Treatment			
	Entrance Sign		5,000.00	5,000
	Crosswalk	2,500	10.00 SF	25,000
	Benches	4	700.00 EA	2,800
	Waste Receptacles	2	200.00 EA	400
	Trees	20	600.00 EA	12,000
	Shrubs	20	35.00 EA	700
	Ground Covers	2,000	1.00 SF	2,000
	Annuals		Lump Sum	1,000
	SUBTOTAL			\$247,850
	CONTINGENCY (10%)			\$45,615
	GRAND TOTAL			\$500,965

\*By VDH&T

\*\*By VEPCO



## Recommendations for Implementation

The East Market Street Plan covers areas of public and private responsibility. These include the East Market Street right-of-way, landscape easements contiguous to the right-of-way and adjacent lands under private ownership.

### Public/Private Responsibilities

Streetscape elements within the public right-of-way include the street, curb, sidewalk, crosswalk, lighting, street furniture (in special areas only), entrance signs, Town of Leesburg directional signs, street trees, and landscaping for the special areas as designated in the plan.

New development along East Market Street should be required to conform to on-site landscaping recommendations of the plan through zoning standards and conditions of approval at the site plan review stage of the permit process. A landscape plant palette can be developed by the Town to help private developers select plants which will be compatible with the landscape theme along the street.

### Implementation Strategy

In order to implement the plan, it is recommended that the physical improvements in the public sector (listed above) are started at the entrance zone at the east end of Market Street and at the entrance into the Historic District. Following those improvements, the recommended improvements should be completed for the large-scale commercial area, which include primarily landscaping and installation of street furniture. Finally, the small-scale

commercial area west of Catoctin Circle should be completed.

This implementation schedule corresponds to the Town's financial capabilities and focuses the improvements where they will have the most impact. The most expensive section of the street — the small-scale commercial area — is scheduled for later because it requires at least a five-year planning period to coordinate the street improvements with VDH&T. The street improvements recommended for this section of East Market Street are expected to be completed by a joint VDH&T/Town of Leesburg effort as has occurred on the sections of East Market Street now undergoing renovation.

Two additional types of improvements are recommended as ongoing, corridor-wide implementation measures: physical improvements to the private sector properties along East Market Street and procedural policies implemented by the Town of Leesburg. **Private sector improvements** include:

- Landscaping in front of and adjacent to buildings
- Shrub and flower planting adjacent to and within the public right-of-way
- Screen planting at the rear of properties
- Sign improvements
- Parking lot improvements (edge treatment, shade trees, screening)
- Architectural renovation or facade improvements.

**Town procedural and policy measures** include:

- Establishing recommended setback limits for future buildings

- Revising the sign ordinance as recommended in the plan
- Establishing a preservation program and/or fund for the Toll House and George Marshall property
- Reviewing all private development proposals for conformance with this plan
- Programming and scheduling funding for recommended improvements in the public right-of-way
- Encouraging private development to implement the plan where elements of the plan are delineated on existing private development areas.

These two sets of improvements can begin as soon as the plan has been approved by the Town Council and should continue after physical improvements have been implemented.



## Implementation Plan

